



Adventure Cycling Association

EXHIBIT 3
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HB 257

BETTER BIKE TRAVEL CONDITIONS = MAJOR ECONOMIC BOOST FOR MONTANA

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www.adventurecycling.org

Adventure Cycling Association: Headquartered in Missoula. Largest cycling membership organization in North America (45,700 members). Bicycle travel mecca in North America (thousands of visitors annually). \$5.4 million income (doubled in last seven years). 34 staff and many contractors. Generate many millions of tourism dollars in Montana.

Global Bike Tourism Boom: Active and adventure travel segments among the fastest growing in the tourism industry, across older and younger demographics.

Bike Tourism Is A Lucrative Market: Studies show that cyclists spend more daily than average tourists and stay longer no location than average tourist. Cyclists increasingly have higher average household incomes. Cycling is the "new golf," a recreational pastime for corporate leaders in the new economy.

Bike Tourism Billions Globally: New European Study -- \$57 billion annually from bike tourism, day trips and overnight trips. Studies under way in Australia and Canada. Quebec Province built a safe cycling network (La Route Verte) for \$160 million. Economic return in first year almost paid it off: \$134 million.

Bike Tourism In The US: Fast-growing interest in all parts of the country. University of Wisconsin study (2010) Wisconsin generates \$924 million annually from bike tourism, a high performance market. Similar studies under way in Arizona, Michigan, and Oregon. Corridor and regional studies demonstrate powerful economic impacts of bike tourism, especially for rural communities.

<http://adventurecycling.org/routes/nbrn/usbrsresources.cfm#economic>

What Other States Are Doing: Building local, regional and statewide cycling networks. Investing in major marketing campaigns to attract active travel segment (especially in Oregon and Minnesota). Creating clear and effective legal framework for safe cycling, including safe passage laws. Twenty-two states now have minimum safe passing laws: www.ncsl.org/issues-research/transport/safely-passing-bicyclists.aspx

What Montana Can Do: Clarify and improve state statutes related to bicycling (*via HB-257*). Plan and invest in local, regional and national bike networks. Include cycling promotion in Travel Montana literature and e-communications.

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